

INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

RFTOP# 40

TITLE: National Eye Health Education Program Outreach to Select Populations

PART I - REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone (301) 402-3073

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Proposal Address:

6011 Executive Blvd. Rm 529S

Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH

Bldg 31, Room B1B39

Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: One year (1) from award with possible non-competitive extension at the option of the NIH.

C. PRICING METHOD: Cost plus fixed fee - Firm should provide a single price for the National Eye Health Education Program Outreach to At-Risk Populations as outlined below. Price will be a factor in the determination of the firm that is selected for award.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted by e-mail to the above POC. Proposals should not exceed 20 pages. Please enter in the subject line the following text, "RFTOP #40 – Proposal submitted by _____." A signed task order form (last page of the RFTOP) should also be faxed to 301-435-6101.

E. RESPONSE DUE DATE: September 10, 2001 at 3:00pm.

F. TASK DESCRIPTION:

The purpose of this task is to assist the NEI's National Eye Health Education Program (NEHEP) staff in expanding outreach programs to the Hispanic community and begin preliminary planning for an outreach program for American Indians/Alaska Natives. This activity is conducted in the NEI's Office of Communication, Health Education, and Public Liaison (OC).

The *Ojo con su Visión* (Watch Out for your Vision) program began in 1995 as a component of the diabetic eye disease education program. *Ojo con su Visión* was established with the two principal goals of increasing awareness of diabetic eye disease (diabetic retinopathy) among Hispanics with diabetes, and communicating the importance of getting an annual dilated eye exam for people with diabetes. The primary target audience is adults with diabetes who have Spanish as their first or only language. The purpose of this integrated Hispanic outreach program is to incorporate elements of *Ojo*

con su Visión in to other NEHEP education programs on glaucoma and low vision. More information on the *Ojo con su Visión* program can be found at www.nei.nih.gov/nehep/espanol and information on the NEHEP can be found at www.nei.nih.gov/nehep

Tasks may include the following:

- In coordination with the Project Officer, facilitate development, implementation and evaluation of the NEHEP Hispanic/Latino communication program activities, *Ojo Con Su Visión*. Develop and evaluate new NEHEP *Ojo Con Su Visión* materials.
- Distribute NEHEP *Ojo Con Su Visión* materials to the appropriate target audiences.
- Identify and recruit new intermediaries for the NEHEP *Ojo Con Su Visión* outreach activities.

American Indians/Alaska Natives experience a high prevalence of diabetes and are at increased risk for developing diabetic eye disease. The NEHEP recently conducted a needs assessment of this population and would like to begin development of an outreach program targeted to this population.

Tasks may include the following:

- Facilitate research and planning based on the findings of the needs assessment.
- Convene a workgroup meeting of stakeholders to serve in an advisory capacity.
- Develop a preliminary communication and outreach plan.
- Identify and recruit new intermediaries for outreach activities.

G. EVALUATION FACTORS

Technical Approach (40%) Contractors must demonstrate a thorough understanding of the task order requirements and experience with program development and outreach in the Hispanic/Latino and American Indian/Native Alaskan communities. This includes creative and innovative approaches, and the assignment of tasks to experienced personnel. The proposal will be evaluated according to the soundness, practicality, and feasibility of the written description.

Staffing and Management (30%) Contractors must demonstrate experience of key personnel in supporting the planning and implementation of activities described in the task order. Contractors are to provide a staffing plan, including proposed labor hours, and a management plan that describes the contractor's approach to managing work and subcontract management, if applicable. As part of the staffing and management plan, the contractor shall summarize the relevant program development experience and skills of each of the individuals proposed for the task order

Management Experience (20%) Contractor must demonstrate experience related to the work outlined in this task order. No more than five relevant projects demonstrating the contractors experience should be provided.

Cost (10%) While price is not the most important evaluation factor, costs will be considered in determining the firm that represents the best value to the government.

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PART II - CONTRACTOR'S REPLY:

TO # _____ CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: Cost plus fixed fee

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:

Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: _____

FAX #

Signature - Project Officer

Date

APPROVED: _____

FAX #

Signature - Contracting Officer

Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL
OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____

Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date